

## Freeform Search

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**Database:** 
 US Pre-Grant Publication Full-Text Database  
 US Patents Full-Text Database  
 US OCR Full-Text Database  
 EPO Abstracts Database  
 JPO Abstracts Database  
 Derwent World Patents Index  
 IBM Technical Disclosure Bulletins

**Term:**  ▲  
▼

**Display:** 10 Documents in **Display Format:** - Starting with Number 1

**Generate:** ☐ Hit List ☒ Hit Count ☐ Side by Side ☐ Image

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Search

Clear

Interrupt

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### Search History

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DATE: Tuesday, September 19, 2006   [Purge Queries](#)   [Printable Copy](#)   [Create Case](#)

<u>Set</u> <u>Name</u> side by side	<u>Query</u>	<u>Hit</u> <u>Count</u>	<u>Set</u> <u>Name</u> result set
	<i>DB=USPT; PLUR=YES; OP=OR</i>		
<u>L26</u>	'5848407'.pn.	1	<u>L26</u>
<u>L25</u>	'5404514'.pn.	1	<u>L25</u>
<u>L24</u>	'4823306'.pn.	1	<u>L24</u>
<u>L23</u>	'5864846'.pn.	1	<u>L23</u>
<u>L22</u>	'5864846'.pn.	1	<u>L22</u>
<u>L21</u>	'5903882'.pn.	1	<u>L21</u>
<u>L20</u>	'5918014'.pn.	1	<u>L20</u>
<u>L19</u>	'5794210'.pn.	1	<u>L19</u>
<u>L18</u>	'5794210'.pn.	1	<u>L18</u>
<u>L17</u>	'5918014'.pn.	1	<u>L17</u>
<u>L16</u>	'5918014'.pn.	1	<u>L16</u>
<u>L15</u>	'5920854'.pn.	1	<u>L15</u>
<u>L14</u>	'5659732'.pn.	1	<u>L14</u>
<u>L13</u>	'5748954'.pn.	1	<u>L13</u>
<u>L12</u>	'5903882'.pn.	1	<u>L12</u>

<u>L11</u>	'6078866'.pn.	1	<u>L11</u>
<u>L10</u>	'6078866'.pn.	1	<u>L10</u>
	<i>DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>		
<u>L9</u>	6269361.pn.	2	<u>L9</u>
	<i>DB=USPT; PLUR=YES; OP=OR</i>		
<u>L8</u>	'6078916'.pn.	1	<u>L8</u>
	<i>DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR</i>		
<u>L7</u>	L6 and advertising	160	<u>L7</u>
<u>L6</u>	L2 and ("pay per click" or "cost per click" pay adj per adj click or cost adj per adj click)	190	<u>L6</u>
<u>L5</u>	l4 and 705/27	14	<u>L5</u>
<u>L4</u>	L3 and advertising	320	<u>L4</u>
<u>L3</u>	L2 and ("pay per click" or "cost per click" pay adj per adj click or cost adj per adj click or click-through)	405	<u>L3</u>
<u>L2</u>	L1 and search with list\$	6374	<u>L2</u>
<u>L1</u>	search near engine	18520	<u>L1</u>

END OF SEARCH HISTORY

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L7: Entry 159 of 160

File: USPT

Apr 25, 2006

US-PAT-NO: 7035812

DOCUMENT-IDENTIFIER: US 7035812 B2

TITLE: System and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network search engine

DATE-ISSUED: April 25, 2006

## PRIOR-PUBLICATION:

DOC-ID	DATE
US 20030033292 A1	February 13, 2003

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Meisel; Ted	Los Angeles	CA		US
Savich; Peter	Seattle	WA		US
Soulanille; Thomas A.	Pasadena	CA		US

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Overture Services, Inc.	Pasadena	CA		US	02

APPL-NO: 10/061388 [\[PALM\]](#)  
DATE FILED: February 1, 2002

## RELATED-US-APPL-DATA:

continuation-in-part parent-doc US 09918241 00 20010730 PENDING child-doc US 10061388  
continuation parent-doc US 09322677 00 19990528 US 6269361 A child-doc US 09918241  
us-provisional-application US 60310022 00 20010803

## INT-CL-ISSUED:

TYPE	IPC	DATE	IPC-OLD
IPCP	G06Q3/00	20060101	G06Q030/00
IPCS	G06Q5/00	20060101	G06Q050/00

## INT-CL-CURRENT:

TYPE	IPC	DATE
CIPP	<u>G06 Q 30/00</u>	20060101
CIPS	<u>G06 Q 50/00</u>	20060101

US-CL-ISSUED: 705/14; 705/37

US-CL-CURRENT: 705/14; 705/37

FIELD-OF-CLASSIFICATION-SEARCH: 705/14, 705/37, 707/2, 707/3  
See application file for complete search history.

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

Search Selected	Search ALL	Clear
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PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>2003/0014331</u>	January 2003	Simons	705/27
<input type="checkbox"/> <u>2004/0088241</u>	May 2004	Rebane et al.	705/37

OTHER PUBLICATIONS

Friedman, D.D., Price Theory, Second Edition, South-Western Publishing Co., Cincinnati, 1990, pp. 380-383. cited by examiner  
Anon., "Compaq's AltaVista to Sell Key Slots in Web Search Results," Houston Chronicle, Apr. 16, 1999. cited by examiner  
Anon., "Findwhat.com Anticipates Fourth Quarter Search Engine Revenue to Double Versus Q3 2000--FindWaht.com's Cost Per Click Model Continues to Gain Momentum While Impression-Based Online Advertising Models Weaken," Business Wire, Jan. 9, 2001. cited by examiner

ART-UNIT: 3625

PRIMARY-EXAMINER: Rosen; Nicholas D.

ATTY-AGENT-FIRM: Brinks Hofer Gilson & Lione

ABSTRACT:

In a system and method for enabling information providers to influence a position for a search listing within a search result list, a database stores accounts for the network information providers. Each account contains contact and billing information for a network information provider. In addition, each account contains at least one search listing having at least three components: a description, a search term comprising one or more keywords, and a bid amount. The network information provider may add, delete, or modify a search listing after authenticated login. A bidding process occurs when the network information provider enters a new bid amount for a search listing. The system and method then compares the bid amount with all other bid amounts for the same search term, and generates a rank value for all search listings having that search term to determine where the listing will appear on the search results list page.

16 Claims, 9 Drawing figures

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